

## Message Text

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ACTION COME-00

INFO OCT-01 AF-08 ISO-00 EB-07 USIA-15 /031 W

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R 081300Z JUL 76

FM AMCONSUL JOHANNESBURG

TO SECSTATE WASHDC 4863

INFO AMEMBASSY PRETORIA

AMCONSUL CAPE TOWN

AMCONSUL DURBAN

ZNCLAS JOHANNESBURG 1111

E.O. 11652: N/A

TAGS: BEXP, SF

SUBJECT: COMMERCIAL PROGRAM: IOWA IOGA TRADE MISSION/GROUP VISIT

REF: STATE 157317

1. EMBASSY PRETORIA HAS AUTHORISED THIS TO REPEAT OURTEL OF JUNE 25 ON SUBJECT MISSION.

2. AS WE STATED REFERENCE TWO, WORKLOAD THIS POST WOULD ALLOW US RECEIVE/ASSIST IOWA IOGA GROUP REFTEL ASSUMING, OF COURSE, GROUP WOULD BE RECEIVED IN SOUTH AFRICA WITHIN TERMS OF THE STATE/ COMMERCE CRAG, I.E. AS A PRIVATE BUSINESS GROUP AND WITHOUT AN OFFICIAL COMMERCE SPONSOR OR DIRECTOR.

3. HOWEVER, GIVEN OUR EXPERIENCE WITH THE AVIONICS GROUP (SEE OUR TEL 206) WE THINK IT ESSENTIAL BOTH FOR THE GOOD NAME OF THE SERVICE AND CERTAINLY IN THE INTEREST OF THE VISITING GROUP (AND STATE AND COMMERCE) THAT THE GROUP HAVE A "HEAD". THIS COULD ASSUMEDLY BE ONE OF THE IOWA STATE INDUSTRY ASSOCIATION PRIVATE BUSINESS PERSONS. THE "HEAD" WOULD HAVE TO HAVE CLEAR LINES OF AUTHORITY TO ENSURE THAT THE GROUP WOULD MEET CONTACTS, KEEP APPOINTMENTS AND MAINTAIN SCHEDULES. OTHERWISE IT IS NOT POSSIBLE FOR THIS OFFICE TO MEET/ASSIST GROUP AND MAINTAIN APPROPRIATE ARRANGEMENTS ON A MEANINGFUL BASIS. EXPERIENCE SUCH AS WE HAD WITH AVIONICS GROUP WOULD CERTAINLY DEBAUCH OUR RELATIONSHIPS WITH KEY ELEMENTS LOCAL BANKING/CHAMBER OF COMMERCE AND BUSINESS SECTORS.

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4. OUR INITIAL ASSESSMENT MARKET FACTORS REMAINS GOOD AS REPORTED TO YOU IN REFERENCE THREE. TO SUPPLEMENT ELEMENTS OUTLINED OURTEL 1791 OF DEC 18, 1975, WHICH IN THE MAIN, CONTINUE TO OBTAIN, WE WOULD ADD, FOR YOUR AND DEPARMENTS INFO, POSITIVE MARKET OPPORTUNITIES FOLLOWING SECTORS: MACHINE TOOLS AND METAL WORKING OUR A-4 JAN 14; A-8, JAN 26; ELECTRICAL/ELECTRONICS/RADIO-TV OUR A-10 '-', 7; A-2, JAN 7; A-9, JAN 28; A-14, MARCH 1; A-56, JUNE 23; ENGINEERING INDUSTRIES OUR A-13, FEB 25; TRANSPORT EQUIPMENT OUR A-27 MAR 19; A-20 MAR 2; HEALTH CARE AND MEDICAL EQUIPMENT OUR 461 AND A-43 MAY 24; FOOD PROCESSING AND PACKAGING OUR A-3, JAN 14; BUSINESS EQUIPMENT AND SYSTEMS OUR A-41, JUNE 14.

5. CONCERNING TIMING IN JOHANNESBURG. BEST TIMING WOULD BE ONE OR MORE OF THE FOLLOWING DAYS: DECEMEBER 13, 14, 15. SOUTH AFRICAN BUSINESS AND INDUSTRY CLOSES DOWN COB DECEMBER 15 FOR MONTH THROUTH JANUARY 15 FOR ANNUAL HOLIDAYS. WE COULD NOT POSSIBLY RECEIVE A TRADE GROUP DURING THE PERIOD DECEMBER 15 - JANUARY 15 WITH ANY ASSURANCE OF SUCCESS. AS REGARDS VISITS CAPE TOWN/DURBAN, WE COULD ASSIST IN CATALOG PRINTING, TRADE LETTERS AND SO FORTH IF GROUP COULD GET AIR RESERVATIONS FROM JOHANNESBURG TO MOUNT BUSINESS INFORMATION OFFICE (BIO) IN THOSE CITIES ON/OR ABOUT DECEMBER 14 OR 15. FROM PREVIOUS CONVERSATIONS WITH JOHANNESBURXCHAMBER OF COMMERCE (JCC) ON PRIVATE AVIONICS GROUP VISIT JCC PROFERRED VENUE FOR BIO. ALTERNATIVELY WE HAVE OPTION OF USING USIS FACILITIES. JOHNSON

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